

**WHAT IS CLAIMED IS:**

1. A plastic container, comprising:
  - a finish portion; and
  - a generally cylindrical main body portion, said main body portion comprising a sidewall having a first plurality of generally vertical ribs defined therein, said sidewall further having a second plurality of generally horizontal wave shaped ribs defined therein, at least one of said generally horizontal wave shaped ribs intersecting with at least one of said generally vertical ribs, whereby enhanced strength characteristics are imparted to the container.
2. A plastic container according to claim 1, wherein said container is fabricated from a plastic material comprising polyethylene terephthalate.
3. A plastic container according to claim 1, wherein said first plurality of generally vertical ribs comprise at least one rib that is inwardly oriented.
4. A plastic container according to claim 1, wherein said second plurality of generally horizontal wave shaped ribs comprise at least one rib that is inwardly oriented.
5. A plastic container according to claim 1, wherein said second plurality of generally horizontal wave shaped ribs comprise a plurality of wave shaped ribs that extend generally parallel to each other.
6. A plastic container according to claim 1, wherein said second plurality of generally horizontal wave shaped ribs are shaped so as to have a common amplitude and a common wavelength.
7. A plastic container according to claim 6, wherein said common amplitude A is within a range of about 4.5 percent to about 30 percent of the common wavelength.

8. A plastic container according to claim 6, wherein said sidewall has an outer circumference, wherein said wavelength is within a range of about 6 percent to about 40 percent of said outer circumference.
9. A plastic container according to claim 1, wherein at least one of said generally vertical ribs intersects at least one of said generally horizontal wave shaped ribs at a location of maximum amplitude of said wave shaped rib.
10. A plastic container according to claim 1, wherein at least one of said generally vertical ribs intersects at least one of said generally horizontal wave shaped ribs at a location of minimum amplitude of said wave shaped rib.
11. A plastic container according to claim 1, wherein at least one of said generally horizontal wave shaped ribs has a periodic wavelength, and wherein a plurality of said vertical ribs intersect said wave shaped rib within each wavelength.
12. A plastic container according to claim 11, wherein at least three of said vertical ribs intersect said wave shaped rib within each wavelength.
13. A plastic container according to claim 11, wherein the location of said vertical ribs is harmonized with respect the waveform of at least one of said horizontal ribs.
14. A plastic container according to claim 1, wherein the location of said vertical ribs is harmonized with respect the waveform of at least one of said horizontal ribs.